

ABSTRACT OF THE DISCLOSURE

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A Caller Profile system and service enables a caller to establish a caller profile which is to be selectably delivered to called parties contemporaneous with the delivery of a call. The caller profile may optionally be delivered at another time upon the caller's request. The caller profile may include text information, images, sound, or other multimedia content. The caller profile information may be stored in a Caller Profile Database operated by a service provider, but may also be stored in a corporate or user-operated Caller Profile database. However stored, the caller profile may be created and revised by the user, as needed, using a network terminal, such as a computer-based World Wide Web browsing system, or an interactive voice response system, to update a Caller Profile Administrative server. When a call is made and extended to a terminating switch, the switch consults the Caller Profile Database server. The server selects an appropriate profile according to subscriber-defined rules or policies and delivers it to the switch. The switch transmits the profile information to the subscriber terminal.